

Rep Order#	6830638	Status	Revised	Traffic Order#	08/31/2012 11:01 AM	1 of 7
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Last Received: 08/31/2012 10:37 AM

Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ALLEN FOR SENATE
Product GEORGE ALLEN
Estimate# 904910
Buyer Michele Brooks
Phone#
Fax#

Agency () SMART MEDIA GROUP
 814 KING STREET - SUITE 200
 ALEXANDRIA, VA 22314
Agency C/P1/P2/E ALLN/ORDR/904910
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

$$S^* = S$$

--- REMARKS ---

VER 5 ISSUE CANCEL BEFORE START PER AGY/CLIENT REQUEST
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU	12P-1P	NEWS	:30	\$75.00	09/04-09/04	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*2	W	12P-1P	NEWS	:30	\$75.00	09/05-09/05	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*3	TH	12P-1P	NEWS	:30	\$75.00	09/06-09/06	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*4	F	12P-1P	NEWS	:30	\$75.00	09/07-09/07	0	0	0	\$0.00	
	Rating: 2.5											
	V5 Cancelled											
	*5	TU	4P-5P	ANDERSON COOPER	:30	\$125.00	09/04-09/04	0	0	0	\$0.00	
	Rating: 2.6											
	V5 Cancelled											
	*6	W	4P-5P	ANDERSON COOPER	:30	\$125.00	09/05-09/05	0	0	0	\$0.00	
	Rating: 2.6											
	V5 Cancelled											

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Advertiser () ALLEN FOR SENATE 814 KING STREET - SUITE 200 Sales Office () PHILADELPHIA
Product GEORGE ALLEN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 904910 Agency C/P1/P2/E ALLN/ORDR/904910 Salesperson Phone# 215-567-6005
Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	M	5A-6A	NEWS AT 5	:30	\$150.00	09/10-09/10	0	0	0	\$0.00	

Rating: 3.1
Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

	*15	TU	7A-9A	TODAY SHOW	:30	\$350.00	09/04-09/04	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*16	W	7A-9A	TODAY SHOW	:30	\$350.00	09/05-09/05	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*17	TH	7A-9A	TODAY SHOW	:30	\$350.00	09/06-09/06	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*18	F	7A-9A	TODAY SHOW	:30	\$350.00	09/07-09/07	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*19	M	7A-9A	TODAY SHOW	:30	\$350.00	09/10-09/10	0	0	0	\$0.00	
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Rating: 6.0
Buyline Comment: REVISE RATE PER STATION;REVISE PRGM
V5 Cancelled

	*20	SA	7A-8A	NEWS 10 SAT	:30	\$250.00	09/08-09/08	0	0	0	\$0.00	
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Rating: 6.3
V5 Cancelled

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Product GEORGE ALLEN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 904910 Agency C/P1/P2/E ALLN/ORDR/904910 Salesperson Phone# 215-567-6005
Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*28	SA	6P-630P	NEWS AT 6 SATURDAY	:30	\$200.00	09/08-09/08	0	0	0	\$0.00	

Rating: 4.9
Buyline Comment: CXL DUE NA DUE TO N.DAME
V5 Cancelled

*29 SU 6P-7P NEWS AT 6 SUNDAY :30 \$150.00 09/09-09/09 0 0 0 \$0.00
Rating: 4.5
Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*30 W 1135P- TONIGHT SHOW :30 \$150.00 09/05-09/05 0 0 0 \$0.00
Rating: 2.6
1235A
V5 Cancelled

*31 F 1135P- TONIGHT SHOW :30 \$150.00 09/07-09/07 0 0 0 \$0.00
Rating: 2.6
1235A
V5 Cancelled

*32 SA 1130P-1A SNL :30 \$350.00 09/08-09/08 0 0 0 \$0.00
Rating: 4.1
V5 Cancelled

*33 SU 1130P-12A INSIDER WEEKEND :30 \$125.00 09/09-09/09 0 0 0 \$0.00
Rating: 3.3
Buyline Comment: CXL DUE NA DUE TO NFL
V5 Cancelled

*34 TU 11P-1135P NEWS AT 11 :30 \$500.00 09/04-09/04 0 0 0 \$0.00
Rating: 4.8
Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

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Buyer Michele Brooks Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*35	TH	11P-1135P	NEWS AT 11	:30	\$500.00	09/06-09/06	0	0	0	\$0.00	

Rating: 4.8
Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*36 SA 11P-1130P NEWS
Rating: 5.4
Buyline Comment: REVISE RATE PER STATION
V5 Cancelled

*37 SU 1130P-12A NEWS
Rating: 5.4
Buyline Comment: REVISE RATE PER STATION;REVISE TP
V5 Cancelled

*38 M 9P-10P AMER NINJA WARRIOR
Rating: 4.3
Buyline Comment: CXL DUE TO PRGM CHG
V5 Cancelled

*39 SU 8P-10P AMER GOT TALENT
Rating: 4.6
Buyline Comment: CXL DUE TO PRGM CHG
V5 Cancelled

*40 M 8P-10P
Buyline Comment: THE VOICE PREMIER
MKGD FROM LNS 28,33 AND 38-39
V5 Cancelled

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Advertiser () ALLEN FOR SENATE	814 KING STREET - SUITE 200	Sales Office () PHILADELPHIA
Product GEORGE ALLEN	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 904910	Agency C/P1/P2/E ALLN/ORDR/904910	
Buyer Michele Brooks	Flight Dates 09/04/2012 - 09/10/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

---SALES MONTHLY TOTALS---

Sep 12: 0 / \$0.00
Sales Totals: 0 / \$0.00
Station Totals: 0 / \$0.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CATV 0%	WAVY 29%	WGNT 0%	WPXV 0%	WTKR 24%
		WTVZ 0%	WVBT 16%	WVEC 31%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE